

## ABSTRACT

A handgrip-holding system including a holding and carrying device for holding and carrying one or more shopping bags having a looping handle, such as typical plastic grocery bags. The holding and carrying device has a handle, a holder with slim ingress, and a hooked end portion for assisting in blocking accidental egress of the shopping bag handles while being held by the device. The handgrip-holding system includes advertising indicia as well as bar code indicia for providing individual or group identification. Furthermore, the handgrip-holding system provides a business method to encourage return and multiple use of the system.